TRACKING ACTIVITIES OF A SUBJECT
IN AN INTERACTIVE MEDIUM — 10

DERIVING INFORMATION FROM THE
ACTIVITIES OF THE SUBJECT — 20

DETERMINING A COMMUNITY OF THE
SUBJECT USING ALL OR A PORTION OF
THE INFORMATION — 30

DETERMINING WHICH OF THE ONE OR
MORE ADVERTISEMENTS TO PRESENT
TO THE SUBJECT BASED ON THE
SUBJECT'S COMMUNITY BY
DISPLAYING A NEW ADVERTISEMENT
FOR A TRAINING PERIOD AND
DETERMINING WHETHER A HIGH OR
LOW PROPORTION OF MEMBERS OF
THE SUBJECT'S COMMUNITY HAVE
CHOSEN TO VIEW FURTHER
INFORMATION ABOUT THE
ADVERTISEMENT — 40

Figure 1